







## What's the situation?

Identify the main situations that are or will impact the growth of your idea, project or organization.  
Describe a situation based on these 4 categories: Snowball, Indifferent, Magnifying, and Star.

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Situation		Description	Causes	Effects	Stakeholders
 <b>SNOWBALL</b> Small situation that in time will grow to have a bigger impact.	<div>Positive</div> <div>+</div> <div>Negative</div> <div>-</div>	<div>Briefly describe the situation</div> <div></div>	<div>Primary cause</div> <div></div> <div>Secondary cause</div> <div></div>	<div>Short term</div> <div></div> <div>Long term</div> <div></div>	<div>People</div> <div></div> <div>Organizations or other</div> <div></div>
 <b>INDIFFERENT</b> A situation that has been easily ignored.	<div>Positive</div> <div>+</div> <div>Negative</div> <div>-</div>	<div>Briefly describe the situation</div> <div></div>	<div>Primary cause</div> <div></div> <div>Secondary cause</div> <div></div>	<div>Short term</div> <div></div> <div>Long term</div> <div></div>	<div>People</div> <div></div> <div>Organizations or other</div> <div></div>
 <b>MAGNIFYING</b> A situation under high scrutiny,	<div>Positive</div> <div>+</div> <div>Negative</div> <div>-</div>	<div>Briefly describe the situation</div> <div></div>	<div>Primary cause</div> <div></div> <div>Secondary cause</div> <div></div>	<div>Short term</div> <div></div> <div>Long term</div> <div></div>	<div>People</div> <div></div> <div>Organizations or other</div> <div></div>
 <b>STAR</b> An ideal or near perfect situation. (It can be hypothetical)	<div>Positive</div> <div>+</div> <div>Negative</div> <div>-</div>	<div>Briefly describe the situation</div> <div></div>	<div>Primary cause</div> <div></div> <div>Secondary cause</div> <div></div>	<div>Short term</div> <div></div> <div>Long term</div> <div></div>	<div>People</div> <div></div> <div>Organizations or other</div> <div></div>



List under each column all the concepts you can think of in a limited time. Remember, the more the better!



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## Brain Writing

Register the highest number of ideas under a 5 minute time lapse.  
First register the points selected in Point Storming and then write the idea.  
This exercise should be done individually and in silence. Then share.

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#

 +  +  +  + 

My idea is...

#

 +  +  +  + 

My idea is...

#

 +  +  +  + 

My idea is...

#

 +  +  +  + 

My idea is...

#

 +  +  +  + 

My idea is...

#

 +  +  +  + 

My idea is...

#

 +  +  +  + 

My idea is...

#

 +  +  +  + 

My idea is...

#

 +  +  +  + 

My idea is...



## Radar of great ideas

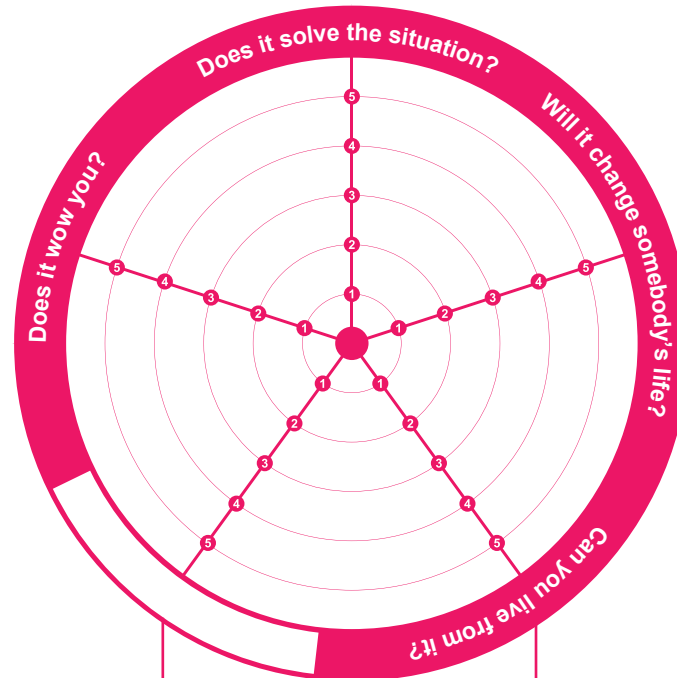
Evaluate and prioritize your ideas based on: **Impact** ¿Will it change somebody's life?  
**Innovation** ¿Does it wow you? **Viability and Sustainability** ¿Can you live from it?, **Coherence** ¿Does it solve the situation? and a **Wild card** criteria of your choice.

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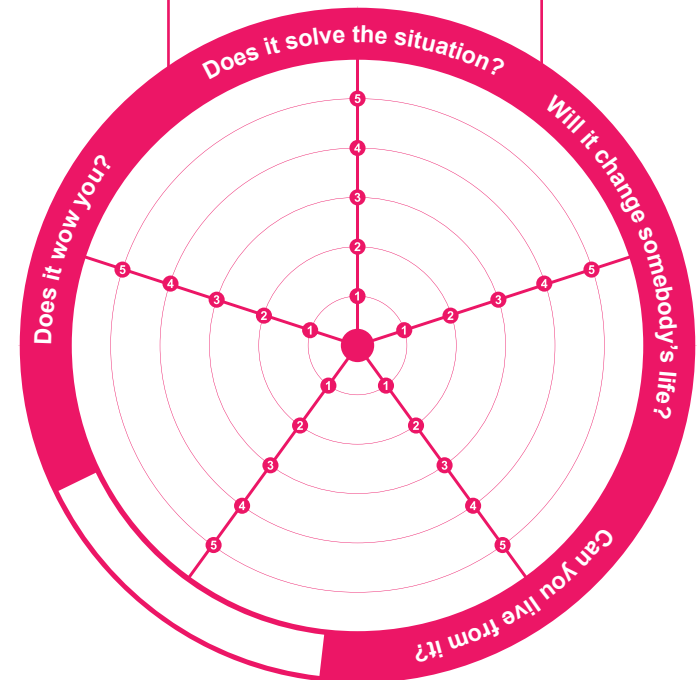
Total score

Idea 1



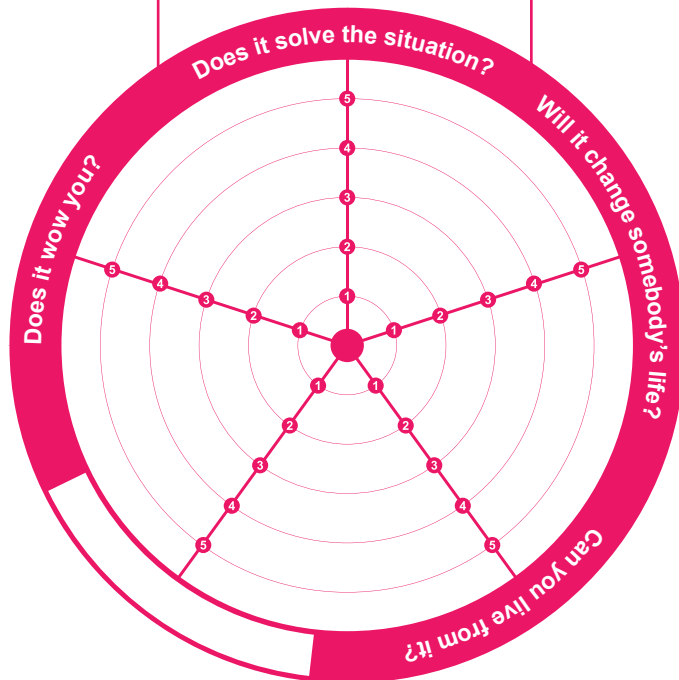
Total score

Idea 3



Idea 2

Total score





# Structure of a pitch

Step by step guide to build the perfect pitch for your idea or project.

This tool proposes a base structure which can be delivered in a different order or omitting or adding some steps how you see fit.

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## 1. Why?

Alert about the problem you  
want to solve

*You might also include...*

What are the current  
solutions?

*In the last decade...  
Everyday we encounter...*

## 2. How?

How would you tackle  
the problem?  
How would you achieve this?

*We want to change this by...  
To solve this we will focus on...*

## 3. What?

What's the name of your idea?  
What it's about?  
What makes it stand out?

*You might also include...*

Have you tested the  
idea?

*You might also include...*

Why are you the  
'perfect' team?

*This app is called.. and it helps...  
It consists of a system...*

## 4. Closure

What's your call of action?  
How do you want to be  
remembered?

*Together we can...  
For this to work we need...*